



Avoid the 30 Riverside County PRESS RELEASE



FOR IMMEDIATE RELEASE
November 20, 2012

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Thanksgiving Holiday Weekend DUI Crackdown

Drivers Beware: Law Enforcement Cracking Down on Drinking and Driving

Riverside, CA— The Thanksgiving holiday period is one of the busiest travel times of the year. To help save lives on our roadways, Riverside County's Avoid the 30 DUI Task Force will be teaming with other state and local law enforcement officers from across the country to strongly enforce DUI and seatbelt laws.

During the 2010 Thanksgiving holiday (which ran from 6 p.m., Wednesday, November 24, to 5:59 a.m., Monday, November 29), **337** passenger vehicle occupants were killed in motor vehicle traffic crashes nationwide - 174 people died in a DUI crash. In California, 30 individuals lost their lives on our streets and highways with two losing their lives due to a drunk driver. Nationwide, nearly 40% of all fatal collisions are caused by an impaired driver.

"Too many people are not getting the message, so we'll be out in force during this long travel weekend, with a simple goal— to strictly enforce the law in order to save more lives," said Riverside Police Department Sergeant Skip Showalter. "If you are caught driving impaired, unsafely or found not wearing your seatbelt you will be stopped, and you will be arrested or cited."

Avoid the 30 DUI Task Force will be deploying additional officers on DUI saturation patrols supplementing routine patrols in several communities throughout Riverside County. The special DUI saturation patrols will deploy starting Wednesday, November 21, 2012 in the cities of Banning, Canyon Lake, Coachella, Indian Wells, Lake Perris, Moreno Valley, Palm Desert and Riverside. CHP will also deploy all available officers beginning Wednesday evening through midnight, Sunday under their Maximum Enforcement Period – MEP.

To keep safe this Thanksgiving, Avoid the 30 recommends these simple tips:

- Plan a safe way home before the festivities begin.
- If you are taking medication or using drugs; beware! They can impair your driving and are very dangerous when mixed with alcohol.
- Before drinking, designate a sober driver and leave your car keys at home.
- If you are impaired, take a taxi, call a sober friend or family member or use public transportation so you are sure to get home safely to your family.
- If you see an impaired driver on the road – call 911!

Funding for Avoid the 30 operations is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

Media Notes: For Riverside County Avoid the 30 program information and results, visit avoidthe30.org or look for us on Facebook. To schedule an interview regarding anti-drunk driving efforts, or to request a ride-along with law enforcement during any holiday period, please contact Sergeant Skip Showalter at 951-351-6046 or via email at sshowalter@riversideca.gov



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